

Historic, Archive Document

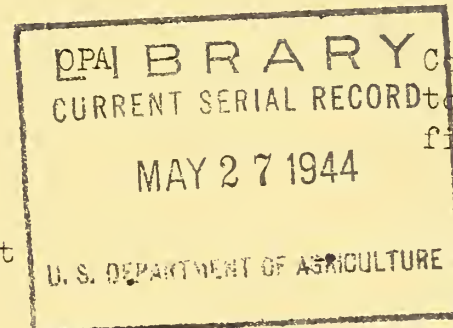
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October 21, 1943

PRICE AND RATIONING CAMPAIGN

Subject	Assigned	Status
Information Summary on Ration Tokens	OPA	Being written
Radio Round-Up on Food <u>Blue into Green Stamps</u> <u>Beef Tongue is Still Rationed</u>	Cohan - FDA	Completed
INS Wire Story <u>Stove Rationing</u>	Cohan - FDA	Being written
Farm and Home Hour <u>Why Butter Points were Raised</u>	DuMars - OI	Completed
Servel Electric Network Broadcast <u>Vegetable Prices</u>	Hemphill - OI	Completed
Farm Flash <u>Forms for Making Ration Point Returns</u> <u>being Mailed to Farmers</u>	Briggs - FDA	Completed
Food and Home Notes <u>Beef Tongue is Still Rationed</u>	Douglass - OI	Completed
Fact Sheets No. 49 - Gasoline Coupon Endorsement and Black Market No. 50 - List of Rationed and Non- rationed Stoves No. 51 - Gasoline Rations for the Far West	Completed and sent to Agr. & OPA field	



VICTORY GARDENS AND HOME FOOD PRESERVATION
CAMPAIGN

Radio

Victory Garden Program (Blue) - "You Can Have a Winter Garden" - W. H. Youngman	Hemphill DuMars Moore	In preparation for Oct. 25
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Farm Flashes

More and Bigger Victory Garden	Herndon	Cleared
Killing Weeds in Compost	Briggs	Cleared
Victory Garden Clean-Up	Briggs	Cleared
Curing and Storing Pumpkins	Burns	In clearance

Subject	Assigned	Status
<u>Press</u>		
Don't Slight the Topless Carrot -- for and Home Notes.	Fundt	In preparation

ANTI-BLACK MARKETS CAMPAIGN

Radio

October 28 - Farm and Home Hour "Livestock Slaughter Regulations" by W. O. Fraser, Assistant Chief of Livestock and Meat Branch, FDA.	Molohon - FDA	In preparation
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FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Campaign handbook	OI-OWI	Being printed
Releases on rationing of pressure canners, farm scales, milk cans	Lewis	Released Oct. 16
Release on buying higher analysis fertilizers	Lewis	Released Oct. 19
Release on new fertilizer materials	Lewis	In preparation
Fertilizer poster -- revised	Poole	In preparation
Background on truck situation	Reynolds	Issued in radio letter
Series of mats for farm utilization campaign	Lewis	Being planned
Release of fertilizer order revisions	Lewis	In clearance
Farm flashes:		
Milk Shall Get Through	Reynolds	In clearance
Milk Truck Saving	"	"
Stock Truck Saving Plan	"	"
Hog Truck Saving Works	"	"
New Need to Save Trucks	"	"
PA and INS--Most Stoves are Rationed	Cohan, FDA	In preparation

Subject	Assigned	Status
NUTRITION AND FOOD CONSERVATION CAMPAIGN		
INSTITUTIONS, restaurant trade news - magazine, devoted first page to inplant feeding news.	Perry	Out
Material on Better Feeding of War Workers requested by Clementine Paddleford, THIS WEEK writes.	Nichols	Sent
School Lunch material to LADIES HOME JOURNAL and SCHOOD MANAGEMENT.	Murphy	Sent
Adequate Diet story based on BHN&HE's New Low-Cost Diet for CONSUMERS' GUIDE, December.	Clark	In preparation
Story on Milk for CONSUMERS' GUIDE December.	Van Horn	In preparation
Story on "It's Up to You" emphasizing Food-Waste angles sent to 42 State Teachers Magazines. 100 percent acceptance so far.	Solomon	Finished
Waste Quiz in CONSUMERS' GUIDE receiving wide attention. Early returns are requests of 1500 from Colorado OCD, 250 from Nebraska, 200 from Arkansas		October issue
Suggested handling of Basic Seven out in November WOMAN'S HOME COMPANION.	Nichols	November
Waste facts to Gaynor Maddox, NEA Syndicate writer.	Nichols	Finished
Waste facts to Clair Wilson, Radio Broadcaster.	James	Finished
Home Front Reporter - Save the Potato Crop.	Hoffman	August 14
Homemakers Chat - Peanuts	Burns	Finished
Radio Roundup-Save Storage	Cohan	Finished
Vitamins for Victory: Nutritional value of Poultry, Potatoes, Heart.	Hagen	Finished
Story on Servel plan of inplant feeding.		
Group VII, Basic Seven - Marguery Vaughn on Consumer Time.	Molohon	October 16

Subject	Assigned	Status
Enriched Bread & Flour transcription for State use M. L. Wilson	Molohon	Finished
Farm and Home Hour: Hendrickson on School Lunches.	Hendrickson	Finished
New recipes for new foods (for Food and Home Notes)	Davis, BHNHE	Released
Think straight about milk (for Food and Home Notes)	Pundt, BHNHE	In preparation
Don't slight the topless carrot (for Food and Home Notes)	Pundt, BHNHE	In preparation
We greet a new food (soya Products) for AP	Davis, BHNHE	Cleared
Information on potatoes furnished to Pathfinder	Davis, BHNHE	Cleared

Radio

Cooking with soya flour and grits	Van Doman, BHNHE	Scheduled for Oct. 21
Potatoes - victory food special	Van Doman and Rowell	Oct. 12
Enriched flour and bread	Van Doman, BHNHE	To be scheduled

FARM LABOR CAMPAIGN

RADIO

Farm Flashes:

Lessons on Farm Volunteers	Reynolds, OI	Cleared
Boy and Girl Farm Hands	Reynolds	In clearance

PA and INS:

Men Folks Gone, Woman Farms	Fox, FSA	Cleared
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Farm and Home Hour

Transcriptions of workers returning from Maine potato harvest Thursday	Kadderly	Planned
Special - Personality Sketch for Robert St. John or Mrs. Alice Davis, 71-year-old widow who harvested potatoes in Maine.	Dickey	In preparation

Subject	Assigned	Status
Other radio programs pending involving Maine potato workers	Schlup Kaddorly	
<u>FEATURES</u>		
Ceremony on Capitol steps, Oct. 21 at 11 a.m., honoring farm people from Kentucky, Arkansas, West Virginia, and Oklahoma, who helped harvest potatoes in Maine. Over 500 workers coming in on special train. Judge Jones, Col. Bruton, Senators & Congressmen from the 5 states concerned will participate. Press, magazines, news reel concerned informed.	Schlup Hancock OWI Off. of Labor	Cleared
FOOD FIGHTS FOR FREEDOM CAMPAIGN		
Six photos on food production requested by THREE LIONS, New York publishers	Beckman, AAA	Filed
Sixth in series of 2-column drawings on "Food Really Fights" for NEA Service.	V. R. Sill, AAA	Released Oct. 15
Illustrated article on production and Food Fights For Freedom for HIGHWAY TRAVELER.	M. Beckman, AAA	Completed and released
Illustrated article on Food Fights For Freedom for HADASSAH NEWS LETTER.	M. Beckman, AAA	Completed and in clearance
Illustrated feature for SUNSET Magazine.	M. Beckman, AAA	In preparation
<u>Radio</u>		
<u>Homemakers' Chats</u>		
Your Best on Food Front	Overby, OI	Cleared
Q & A - Conserve and Share Food	"	In clearance
Can We Change Food Habits	"	In preparation
<u>Farm and Home Hour:</u>		
Oct. 22 - Marvin Jones, WF Administrator, "Stephen M. Babcock Centennial"	Flood, WFA	In preparation
Oct. 29 - Mrs. Alvin J. Steinkopf (Chicago) and W. L. Kaddorly, "Food for Civilians"	Heinen, AAA	In preparation
Oct. 20 - "Battle Stations at Home", (15 minute documentary program)	DiMars, OI	In preparation

Subject	Assigned	Status
<u>Blue Network</u>		
Oct. 26 - "Fundamentals of 1944 Wartime Food Management Program, Marvin Jones, WFA, 10:15 PM BWT.	Flood, WFA	In preparation
Oct. 26 - "War Poultry and Egg Board", W. L. Kadderly.	Molohon, FDA	In preparation

PRODUCTION GOALS CAMPAIGN

RADIO

Homemakers' Chats:

Food Production	Overby, OI	In preparation
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Farm Flashes:

No Loafing (Hens) Allowed	Reynolds, OI	Cleared
Peak Potato Prospects	Herndon, OI	Cleared
Phosphate Drink for Cattle	Burch, BAI	Cleared
Protein Feed for Eggs	Reynolds	Cleared
Wheat Feed for Chickens	Reynolds	Cleared
Our Cotton Competition	Briggs, FDA	In Clearance
Cotton Habit Changes	Briggs	In Clearance
Preventing Potato Blight	Reynolds	In Clearance
Save Damaged Soybeans	Reynolds	In Clearance

PS and INS:

Cool, Dark and Well-Ventilated (Potatoes)	Burns, FDA	Cleared
Butter for 100 Families	Fox, FSA	In preparation
3-Bros. Run V-Dairy	Fox, FSA	In preparation

Farm and Home Hour:

Oct. 25 - "The Laying Flock in Winter" W. L. Kadderly	Birch, BAI	In preparation
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Oct. 27 - "The Dairy Payment Program," Willard Lamphere, AAA, and Kadderly	Heinen, AAA	In preparation
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Farm Production in 1944 on National Farm and Home Hour, Oct 13, 1943	Heinen, AAA	Completed
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Tobacco story to United Press Farm Editor	Heinen, AAA	Out
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Subject	Assigned	Status
Facts about Dairy Feed Payment Program to Farm Program Directors	Heinon, AAA	Out
No corn cobs in hog-car bedding	Burch, ARa	Cleared
Winter management of laying flocks	Burch, ARa	Cleared
Suppressing brucellosis in cattle (recorded for OWI for South Africa)	Burch, ARa	Cleared
Picture series for Negro Press on farm production.	Beckman, AAA	Completed and released
Turkey pictures for AP, Acme and Wide World photo services.	Beckman, AAA	Mailed
Background information on tobacco	Hall, AAA	Out
Memo from Dodd to Regional Directors on Dairy Feed Payment Material	Hall, AAA	Out
Information on seemingly contradictory farm policies	Kelly, AAA	Out
War Board Memo on moving the potato crop	Kelly, AAA	Out
Coordination of suggestions from regional Directors re AAA annual report	Kelly, AAA	In clearance
Memo to Montana War Board chairman re cooperation Scrap Drive	Kelly, AAA	Completed
Skeleton press release on seed peanuts	Stewart, AAA	Completed
USDA release on cover crop seeds	Stewart, AAA	Completed
Draft of speech "Food, Land and Water"	Stewart, AAA	Completed
Agriculture in Action	Reynolds, AAA	Out
Weekly War Board Summary	MacMurphy, AAA	Out
Hog mange control	Burch, ARa	In clearance
Vaccine for swine brucellosis	Burch, ARa	In clearance
"13" hybrid corn is good luck for farmers (for Clip Sheet)	BPISAE	In clearance
Treasury and farmers gain from new tobaccos (for Clip Sheet)	BPISAE	In clearance
Article on fertilizers	WFA	In BPISAE for clearance

